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PATENT
Attorney Docket No.: 16222U-016700US
Client Ref. No.: P-00882

KILPATRICK TOWNSEND & STOCKTON LLP

By: /Patricia A. Diehl/
Patricia A. Diehl

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Corinne Bortolin et al.

Application No.: 10/676,382

Filed: September 30, 2003

For: SYSTEM AND APPARATUS FOR
LINKING MULTIPLE REWARDS
PROGRAMS TO PROMOTE THE
PURCHASE OF SPECIFIC PRODUCT
MIXES IN SUPPORT OF BROADER
MARKETING STRATEGIES

Customer No.: 66945

Confirmation No. 9159

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed November 9, 2010, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 8 of this paper.